

2024 WORKPLACE CHAMPION PLAYBOOK



TABLE OF CONTENTS

Welcome Letter.....	03
Job Description.....	04
Campaign Checklist.....	05
FAQs.....	07
Glossary.....	09
How to Talk About Our Mission.....	10
UWOC at a Glance.....	11
Fun Campaign Ideas.....	12
Fun Campaign Incentives.....	13
Award Opportunities.....	14

LETTER FROM
THE PRESIDENT



Dear Workplace Champion,

We are delighted to welcome you as a United Way of Olmsted County Workplace Champion! You are joining a network of passionate and committed volunteers who are making a difference in our community through United Way, and we are grateful for your contributions.

As a Workplace Champion, you play a vital role in engaging your co-workers in United Way of Olmsted County's work. You are an instrumental advocate in creating community impact as you help raise awareness and funds for our mission to improve the lives in our community.

We appreciate your willingness to take on this important role on our behalf, and we are here to support you every step of the way. We will provide you with training, resources, and guidance to help you run a successful and fun workplace campaign, and we will share periodic updates regarding United Way's programs, events, and stories of community impact. We also invite you to follow us on [LinkedIn](#) to see the most up-to-date information about our work as it happens.

Thank you for being a champion for United Way of Olmsted County and for our community. Together, we can create lasting change and improve lives for everyone in our communities.

Sincerely,

A handwritten signature in blue ink that reads "Jerome Ferson".

Jerome Ferson
President

United Way of Olmsted County

Now serving Dodge, Fillmore, Olmsted, and Winona Counties

WORKPLACE CHAMPION

DESCRIPTION

A United Way Workplace Champion (WPC) is a key volunteer who leads and coordinates the United Way of Olmsted County campaign within their workplace to raise awareness and funds for local social issues.

Workplace Champions work closely with United Way of Olmsted County staff and their organization's leadership to plan and execute a fun and impactful campaign.

Some of the tasks you may be involved in as a United Way of Olmsted County Workplace Champion include:

- Serving as United Way of Olmsted County's principal contact throughout the campaign.
- Setting fundraising and staff participation goals for your campaign.
- Building a campaign team with representatives from various staff levels.
- Organizing kick-off and special events (virtual or in-person) to motivate and engage your colleagues.
- Communicating information about United Way of Olmsted County using supplied materials, including impact stories, videos, and more.
- Thanking your donors and volunteers and celebrating your achievements!

Some of the benefits you'll experience as a Workplace Champion include:

- Developing communication, leadership, and project management skills – and showcasing those skills at work.
- Joining a network of passionate and dedicated volunteers who share your vision for a better future for everyone.
- Creating a positive impact in your community and networking with your colleagues as you encourage them to do the same.

CAMPAIGN CHECKLIST

1. Recruit a Team

- Attend United Way Workplace Champion training
- Meet with United Way campaign staff to review prior year's giving (United Way campaign staff will provide this for you) and develop a campaign strategy
- Meet with your CEO to confirm commitment and buy-in to engage employees
- Depending on the size of your campaign, work with a co-Champion or recruit a committee to help with specific campaign tasks
- Schedule an internal training for your team

2. Set a Goal

- Establish your campaign goals - total dollars raised, percent participation, special events, etc.
- Possible goals include a 10% increase YoY in donations or 10% increase in overall donors

3. Determine Your Timeline

- Establish your campaign timeline, including a kickoff date, special events, and finale or thank you event

4. Plan Campaign Activities

- Decide if you would like to run an in-person, virtual, or hybrid campaign
- Kick off your campaign with a celebration
- Schedule employee meetings and invite United Way staff
- Personalize your campaign
- Draft a letter to be sent from the CEO to thank employees

5. Inform and Ask

- Publicize and continuously promote your campaign and your goals to all employees
- Conduct a leadership giving campaign
- Follow up with employees who are unable to attend meetings
- Issue progress reports to United Way and your fellow employees

6. Thank Everyone

- Announce your results
- Thank your committee, volunteers, and employees for their participation
- Have a celebratory Thank You or Finale event

7. Report Results

- Add up your results and submit report envelope and required forms to United Way
- Evaluate your company's campaign strengths and weaknesses and make recommendations for next year's campaign

8. Stay in Touch

- Pat yourself on the back for a job well done!

CAMPAIGN TIMELINE

6 Weeks Before Campaign Target Date: _____

- Meet with United Way representative to develop campaign goals and strategies
- Obtain CEO endorsement and support
- Consider a segmented leadership campaign
- Review the previous campaign's performance, determine opportunities and challenges.
- Recruit campaign team
- Train team/assign tasks
- Attend a Workplace Champion training at United Way

4 Weeks Before Campaign Target Date: _____

- Secure CEO's approval of campaign plans
- Plan and schedule campaign kickoff
- Request talking points for presentation by contacting United Way's Corporate Engagement Coordinator
- Personalize pledge forms with individual's contact information (use mailing labels!)
- Visit www.uwolmsted.org/uwoc-campaign for tools and ideas
- Do you have your campaign materials? WPCs can receive materials at meetings, campaign training, or scheduled pick up times

2 Weeks Before Campaign Target Date: _____

- Promote your campaign
- Market campaign kickoff
- Send communications from CEO endorsing/announcing campaign
- One week before: send reminder about campaign kickoff

United Way TIP: You can find sample email copy in your online toolkit!

Kickoff Celebration Target Date: _____

- Kickoff your campaign group meeting(s)
- Make sure every employee receives a pledge form and materials. (i.e., brochures) and has the opportunity to give
- Share campaign giving results regularly with staff (and your United Way representative!)
- Send follow-up emails to keep up the enthusiasm and build awareness; include community facts and success stories
- Have fun!

After Your Campaign Target Date: _____

- Wrap up campaign and collect all pledges
- Follow up with those who did not turn in pledge forms
- Tabulate the results and submit campaign envelope to United Way
- Deliver to UWOC office or have United Way representative pick up your campaign envelope; *please do not mail*
- Announce campaign results to your staff
- Thank all contributors with a celebration event, letter, email, gift, etc.

FREQUENTLY ASKED QUESTIONS

What is United Way?

United Way of Olmsted County is a nonprofit that partners with other local nonprofits, businesses, donors, and social service agencies in Southeast Minnesota to address our community's most pressing needs. United Way provides direct services and oversees funding for other community initiatives.

Why is there a United Way?

For nearly 100 years, United Way has been the local community solutions provider. Donors have the confidence that their dollars go the furthest to do the most good, supporting many programs through one effort. Local volunteers use their knowledge of community problems to distribute funds where the needs are greatest.

How do I find information about services when I need help?

Just dial 2-1-1. United Way's information and referral line. This 24-hour, multi-lingual service provides information and referral to hundreds of programs available in the Olmsted County area. Some cell phones may need to call 1-800-543-7709.

How can I get involved as a volunteer?

Please visit us online at uwolmsted.org/volunteer. Opportunities include community-wide volunteer days and ongoing or one-time activities for groups or individuals.

Doesn't the government take care of these health and human service problems?

Human service delivery is a shared responsibility of both the public and nonprofit sectors. An excellent example of this partnership is the new Volunteer Income Tax Assistance program, which engages volunteers helping low-income, working families prepare income taxes for free and also apply for tax credits for which they were eligible but may not have been aware. Recent public sector budget cuts and increasing costs for fuel and food are resulting in even more people needing assistance. As a result, your gift through United Way is increasingly important, because it stays in the community to address local needs.

FREQUENTLY ASKED

QUESTIONS

Why should I give to United Way when I already give to my favorite nonprofit?

Many of us have a favorite nonprofit where we volunteer and that we support financially. A gift through United Way recognizes the problems experienced by individuals, families, and neighborhoods are rarely one-dimensional. Complex problems require complex solutions, which frequently involve multiple partners providing program support to create lasting change. When you give through United Way, you are supporting comprehensive, locally-driven solutions.

What is United Way's policy against pressuring employees to give?

United Way of Olmsted County has a policy against coercion, and under no circumstances should an employee be threatened or coerced into contributing. Giving is a personal matter and a personal decision; whether people give and how much they choose to give is up to each individual. We hope you will give because you are able to and because you feel good about it. Anyone who feels that they have been coerced into making a contribution, please contact our office at 507-287-2000 for a confidential refund.

Why does United Way want to know my e-mail address?

United Way of Olmsted County is taking steps to thank and inform people about the results of their contributions. Using your preferred e-mail address helps us to reduce postage and printing costs. For additional information, please view our donor policy at uwolmsted.org/donor-privacy-policy.

If I stop working, what happens to my pledge?

Should you stop working, your payroll deduction pledge stops, too. Your pledge through United Way is made in good faith based upon your employment. When you start a new job, ask to sign up for payroll deduction again or call United Way for further details. If you are retiring, please contact United Way to continue your contributions and volunteer your time. You may even find you have more time to volunteer.

How do agencies receive designations?

Designations to agencies are provided separately from any Community Impact awards distributed to agency programs. Designations are sent throughout the year after the campaign is closed and designation reports are completed.

We know we use a lot of unfamiliar terms and that can be confusing! Here's a breakdown of some terminology you may hear often.

Average Gift – Total employee contributions divided by total number of donors in an organization.

Community Fund – Your donation makes the greatest impact in our community when it is directed to United Way's Community Fund. United Way works across boundaries to address the interrelated and complex causes of poverty in a comprehensive way. Programs like the Rochester Full-Service Community Schools and Cradle 2 Career are supported by the United Way Community Fund.

Designations/Restricted Giving – Donations that a supporter directs to a specific nonprofit rather than to internal impact programs like Running Start for School, Imagination Library, Health, Education, or Financial Stability programs.

Leadership Givers – Donors who give \$500 or more annually. These donors are eligible for recognition levels and Giving Community participation.

Payroll Deduction – The amount withheld by an employer from an employee's earnings as determined by the employee's United Way pledge.

Per Capita Giving – Total employee contributions divided by total number of employees.

Unrestricted Giving – When a donor does not designate their gift to any one specific nonprofit. Unrestricted gifts go to the Community Fund, which responds to the most critical needs of the community.

UNITED WAY OF OLMSTED COUNTY

AT A GLANCE

Below, you will find some information and statistics about the impact of United Way of Olmsted County.

At United Way of Olmsted County, our mission is to unite people and resources to improve lives in our community. We do this in a variety of ways: We operate programs and shared resources that support the community; work collaboratively with partners from many organizations and walks of life to create systems change; and provide financial, technical, and volunteer support for programs that make a difference.

We fight for the health, education, and financial stability of every person in our community—the building blocks of a good quality of life—so that every person can reach their full potential, no matter their age or stage of life. We strengthen systems to build a community where all people can thrive, regardless of race or place.



BUILDING BLOCKS

Supporting the health, education, and financial stability of people at every age and stage of life.



BRIGHTER FUTURES

Strengthening systems so every student reaches their potential in school and in the community.



THRIVING COMMUNITIES

Leveraging partnerships to foster and build communities where all people can thrive, regardless of race or place.

UNITED, WE ARE STRONGER

Each year, we positively impact **over 40,000 lives** through our programs and our network of community partners.

5,000+

WE SERVE OVER 5,000 CALLERS THROUGH THE 211 RESOURCE AND REFERRAL LINE

\$50,000+

INDIVIDUALS SAVE OVER \$50,000 ON PRESCRIPTION DRUG COSTS THROUGH SINGLECARE

3,000+

OVER 3,000 LOCAL STUDENTS RECEIVE FREE SCHOOL SUPPLIES THROUGH RUNNING START FOR SCHOOL

DID YOU KNOW?

Even though the majority are employed, **over 30% of households in our region do not earn enough to afford the basics** where they live. You know them: they're the person helping you at the grocery store, or caring for your aging parents.

These families are forced to make tough choices, such as deciding between quality child care or paying the rent.

YOUR DONATION WILL MAKE A DIFFERENCE.

HOW TO

TALK ABOUT OUR MISSION

By collaborating on local priorities, accelerating local impact, and advancing community-driven change, we address the tough challenges facing our neighbors and build on opportunities.



LOCAL COLLABORATOR

We **collaborate** with local nonprofits, businesses, governments, and other community leaders who have the expertise and resources to tackle the most pressing needs in our community. With your donation, we maximize our impact when working in tandem with trusted local partners. Together, we address a wide spectrum of health and human service needs to create lasting change for individuals and families in our community.

IMPACT ACCELERATOR

We **accelerate impact** by strengthening systems and cultivating leaders to build a community where all people can thrive, regardless of race or place. You can be confident that your support is not only providing immediate assistance to individuals and families but also building the long-term success and sustainability for the organizations that serve them.

COMMUNITY-DRIVEN CHANGEMAKER

Through our focus on **community-driven change**, you can join a collective effort that empowers local residents to shape their own futures. You can experience the fulfillment of supporting initiatives that are driven by the people closest to the challenges, ensuring that your contributions align with the aspirations and needs of the community.

FUN CAMPAIGN

IDEAS

Employee engagement is essential for a successful workplace campaign. The list below contains some fun campaign ideas to help keep employees engaged.

Who Is It?

Gather baby pictures of co-workers. Have a contest to see who can correctly name the most co-workers. Contestants pay a fee to take part. Give an award for the most correct matches.

Bingo

Sell Bingo cards for a small fee. Send e-mails sporadically throughout the week with one or two Bingo numbers each time. The first person to get Bingo should let everyone know by sending an e-mail to all users, and, of course, he or she will win a donated prize.

Favorite Football Team Day

Sell stickers that allow employees to wear football attire during the season. Host a tailgate party during lunch asking employees to bring their favorite dish.

Waffle/Pancake Breakfast

Have management serve up breakfast for everyone who contributed.

Chili Cook-Off

Employees cook their favorite chili recipe to be judged by co-workers. Create a cook book containing all of the secret chili recipes and give a copy to each investor. Make sure to feed the entire staff after the judging is completed.

Cookie Exchange

Have each employee bring a plate of their favorite cookies to work and swap them with another employee.

Build Your Own Sundae

Create a sundae bar with an assortment of ice creams and a wide variety of toppings. This can also serve as a thank you event.

FUN CAMPAIGN

INCENTIVES

Incentives are a great way to get employees involved, and they do not have to be expensive.

Incentives could be awarded to departments or individuals for donating or participating in special events. Organizations might use incentives to recognize high participation rates, first-time givers, or for meeting organization or department goals. Using incentives can also be a great tool to encourage prompt return of pledge forms!

Here are some successful ideas used in past campaigns. Which ones might be appropriate for your organization?

- Live United t-shirt
- Live United promotional items
- Time off from work
- Call in “well” day
- Snooze button certificate
- Celebration lunch
- Casual dress days
- Weekend getaway
- Restaurant gift certificates
- Trade jobs for a day
- Morning or afternoon snacks delivered by the boss
- Store gift certificates
- Movie tickets
- Breakfast cooked by management
- Free oil changes
- Gas certificates
- Sporting event tickets
- Open soda machine for day or hour
- Parking space
- Lunch with the boss
- Car washed by management
- Company logo wear
- Tee times or golf lessons
- “Surprise!” envelopes
- Traveling trophy that goes to the department with the highest percent of participation or dollar increase
- Volunteer certificates – time off to volunteer
- Pizza party hosted by management

AWARD

OPPORTUNITIES

After all of your hard work has paid off, we want to thank you for it!

United Way annually recognizes companies that go above and beyond to create opportunities for a better life in Olmsted County. From giving levels to employee participation, there are several ways to receive a United Way Award.

BEST OF AWARDS

Best Live United Campaign: Recognizes the overall best leadership, employee engagement, and enthusiasm throughout an organization's United Way campaign.

Best Campaign Coordinator: Recognizes a Workplace Champion's leadership in running a United Way campaign that drives employee engagement and enthusiasm for United Way's mission.

Best Workplace Event: Recognizes an organization that has organized a creative and engaging event for its employees, driving high participation and positively impacting staff morale within the United Way campaign.

Best New Workplace Campaign: Recognizes an organization for launching an impactful first-time campaign to support Workplace Giving, enhancing the workplace's culture of philanthropy.

Best Corporate Volunteer Engagement: Recognizes a company that has an engaged, year-round volunteer program that improves the communities where it operates.

WORKPLACE CHAMPION INCENTIVES

For the 2024 campaign season, we want to show our appreciation to our Workplace Champions by offering various incentives! If you are enrolled in a Workplace Campaign between September and December, you will be entered into a drawing to win a variety of prizes as our way of saying, "Thank you!"

Prizes will include gift cards to local restaurants, admission to local attractions, and more! We will be holding two drawings throughout the campaign season, so look out for United Way emails and social media posts to see if you are a winner.

THANK YOU FOR YOUR SUPPORT!

UNITED WE LIFT UP OUR COMMUNITIES



Learn more about how United Way is helping Southeast Minnesota thrive at www.uwolmsted.org



Now serving Dodge, Fillmore, Olmsted, and Winona Counties